

# Deep Down™

## **Purpose:**

'Inspiring a better way'

Our purpose is to craft authentic, thoughtful, organic wines that inspire and depose of convention and chemical reliance. We work honestly and mindfully with the planet and all who call it home.

## **Vision:**

'Let nature shine'

## **Mission:**

To craft authentic, certified organic wines and to show there is better way to farm and produce without chemical reliance, as well as being an honest, transparent business committed to the health of the planet and its people.

## **Values:**

### **Force for Good**

We believe businesses have a responsibility to all that call planet earth home. We hold an unwavering commitment to the environment and are fiercely proud to be certified organic, with a clear focus on helping the industry adapt change. We work honestly and transparently and strive to show there is another way.

### **Authenticity**

We depose of convention and craft wines without additions, wines that are not only organic but unique, thought provoking and present an honest lens to our sites, seasons, and the region.

### **Being Brave**

We strive to innovate and lead change in our region, inspiring the industry, customers, and consumers.

We make decisions not only based on experience and the accepted norm, but also on gut feeling and what is best for planet earth.